

ORDER



KSNV

Orders	Order / Rev:	105176
	Alt Order #:	06838769
	Product Desc:	OCEGUERA 4 CONGRESS
	Estimate:	1559
	Flight Dates:	08/21/12 - 08/27/12
	Original Date / Rev:	08/06/12 / 08/06/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Oceguera for Congress
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	17	\$11,550.00	\$9,817.50
08/27/12	08/27/12	5	\$3,925.00	\$3,336.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	17	\$11,550.00	\$9,817.50	0.00
September 2012	5	\$3,925.00	\$3,336.25	0.00
Totals	22	\$15,475.00	\$13,153.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	37%	\$15,475.00
Market	100%	\$41,824.32

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$10,874.32
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$7,946.62
KTUD	0%	\$0.00
KVVU	16%	\$6,691.89
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$836.49

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/21/12	08/27/12	M-F 5-6a WakeUp w/Wagners	GM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
				M-F 5-6a WakeUp w/Wagners											
				WAKE UP WITH THE WAGNERS											
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					

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 Flight Dates: 08/21/12 - 08/27/12

Advertiser: Oceguela for Congress
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1559
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/21/12	08/27/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		2				\$400.00		0.00			
E 2	KSNV	08/21/12	08/27/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		2				\$700.00		0.00			
E 3	KSNV	08/21/12	08/27/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		3				\$1,400.00		0.00			
E 4	KSNV	08/26/12	08/26/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE no pgm 8/5, 8/12	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$325.00		0.00			
E 5	KSNV	08/21/12	08/27/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		2				\$500.00		0.00			
E 6	KSNV	08/21/12	08/27/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		2				\$325.00		0.00			
E 7	KSNV	08/21/12	08/27/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		3				\$425.00		0.00			
E 8	KSNV	08/21/12	08/27/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		1				\$325.00		0.00			
E 9	KSNV	08/21/12	08/27/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		2				\$600.00		0.00			
E 10	KSNV	08/21/12	08/27/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		1				\$1,000.00		0.00			
E 11	KSNV	08/21/12	08/27/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	MTWTF--		2				\$1,100.00		0.00			
E 12	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$1,100.00		0.00			
Totals													22	\$15,475.00	